

DELIVERING COMFORT, **ACHIEVING SUCCESS**

2018 WAS A BREAKTHROUGH YEAR FOR EDWARD NAVALES and his Sacramento-based medical staffing business, 24/7 MedStaff. Growth is up. Hiring is up. More than ever, Edward can deliver on his long-standing mission to provide comfort to those who need it most.

Making a Change

After growth began to plateau several years back, Edward felt it was time to take action. And take action he did.

Upon the nomination by Kaiser Permanente, he signed on to ICC in 2017, looking to kick-start growth. Edward says he would finish listening to a webinar at his desk, walk out of his office, and begin putting what he'd learned into action. And he began to see results. He "directly attributes his business's rapid growth over the last nine months to what he learned in the ICC seminar and webinars," he told *The Sacramento Bee*.

An Aha Moment and Change of Strategy

Like many other small business owners, Edward was consumed by day-to-day operations and lost focus. ICC's coursework on strategy, Edward says, made him realize he needed to "recalibrate and refocus." That meant making what seems to be the counterintuitive decision to "give his staff permission to end contracts with some clients."

He realized, "Wow, you know what? We have some clients



that are not the most profitable and take a lot of our team's time and create a lot of angst." This decision led to increased profitability and allowed 24/7 MedStaff to reduce borrowing costs substantially. When Edward started, he initially paid high interest rates on his debt. Now he has brought the rate down to prime plus 1 percent, and he has doubled his credit line.



“What I try to impress on our team every day is that we want to be the most responsive medical staffing agency in the market,” Edward says. “We want our customers and clients to know we are always there.”

With a fresh strategy empowered by ICCC and a more advantageous funding stream, Edward saw dramatic results. Revenue shot up 20 percent, and the company added 50 new jobs in 2017 and expects to add 50 more by the end of 2018.

Business Results Drive Mission

It’s not only about the bottom line for Edward. He’d worked in other industries for years, but there was something that always pulled him back to healthcare. “In some sense, for me it was a little divine,” he says.

He’d had close personal experiences within the healthcare space and saw first-hand how important providers are in securing the well-being of patients and families. This made him realize he wanted a career “that was fully close to the ground, close to the community. Something where I can really see the needle move.”

He finds his experience helping children and their families particularly moving. “For the parents who entrust a company

such as 24/7 MedStaff to take care of their child, not only at home but also take them to school ... For them that’s peace of mind,” he says. “It’s a sense of comfort and security knowing that we’re there.”

“What I try to impress on our team every day is that we want to be the most responsive medical staffing agency in the market,” Edward says. “We want our customers and clients to know we are always there.” For parents who depend on 24/7 MedStaff’s help everyday, “no” is not an option.

Of his time with ICCC, he said it helped him feel rejuvenated. “Walking out of that first day’s program with all the professors from all the great business schools, I was just re-energized,” says Edward. “I can’t say that enough.”

“It is a triple win scenario, all the way around,” he says of ICCC. “You have nothing to lose.” And for Edward and all of the families 24/7 MedStaff provides care for, only everything to gain.

